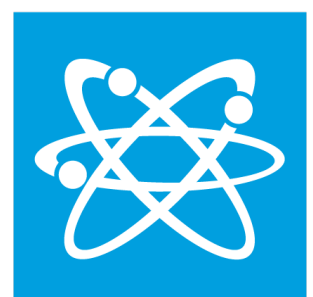


The Rise of Message Based Communication

How you can take advantage of the shift in consumer preferences
to enhance customer communication and experience

A Webinar by



voyagernetz

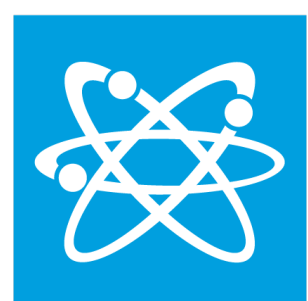


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Rae Anne Payleitner

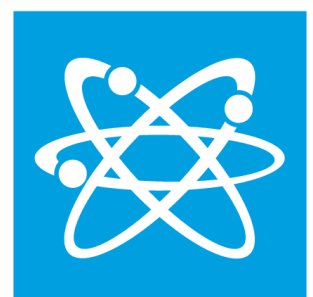
Strategic Initiatives Manager



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Goals of This Webinar

- ★ Examine the Trends + Shifts in Consumer Preferences
- ★ Understand how Message Based Communication has changed the approach to Customer Experience
- ★ Discover the Business Opportunities that the Rise of Message Based Communication offers
- ★ How small businesses can respond and take advantage



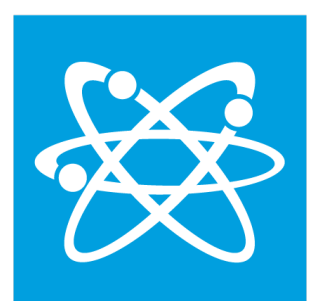
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Hanz van Aardt

President & CEO

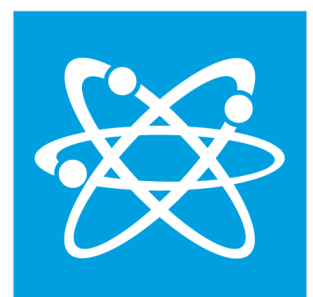


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The VoyagerNetz Purpose



“VoyagerNetz' purpose is to empower even the smallest of businesses to deliver delightful experiences to their customers in order to make an ever increasing positive impact on their communities and on the people they serve.”



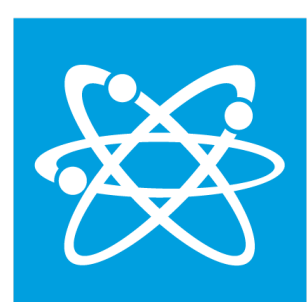
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For Questions and Comments
throughout the webinar

& to enter our #doorprize Drawing

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Shifts in Consumer Preferences

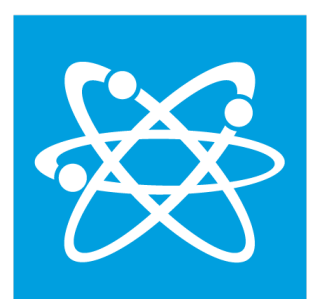
- 25.5% of respondents listed convenience as the deciding factor in where they choose to give their business
- 90% of consumers say they are more likely to return again, 61% of consumers say they are likely to spend more at a location and 65% of consumers say they are likely to spend more online with a brand — all if they have a positive experience
- Every respondent acknowledged that they are willing to switch brands. It is up to in-location and virtual **experience providers** to make customers so loyal that they don't consider abandoning their brand

Forbes

intuit.


zypmedia

Deloitte.



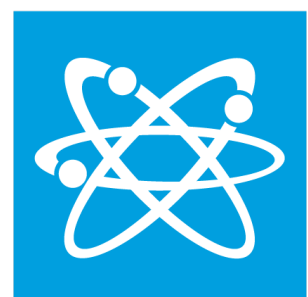
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Shifts in Consumer Preferences

- Prior to Covid-19 over **75%** of the population purchased less than half of goods/services from locally owned businesses.
- During Covid numbers decreased, BUT the same study showed that **53%** of people **WANTED** to purchase locally but could not due to either personal or pandemic related reasons.
- 53% jumped up to **68%**, who following the pandemic will be **more likely to** purchase from locally owned options. And another **30%** said that they will **purchase more** from locally owned businesses than they did before.
- **And their main reason:**



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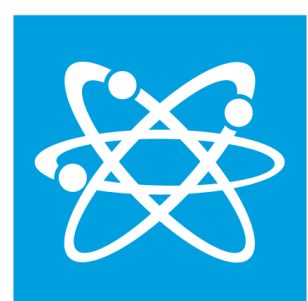


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“I want to Support My Local Community”



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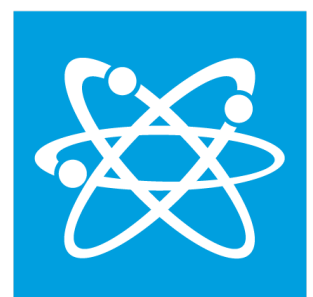
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Shifts in Consumer Preferences

Communication

- 79% of individuals prefer live chat over phone interactions
- 42% of businesses incorrectly think customers prefer phone support
- 53% of US online adults will abandon online experiences or switch to another option, if they do not find quick answers through messaging
- Live Chat has the highest consumer satisfaction rate at 92%
- “Interestingly, although Millennials may be most comfortable using customer service channels like chat, we find that the older you are, the more satisfied you are with a chat interaction. In fact, satisfaction with chat is highest among Boomers.”



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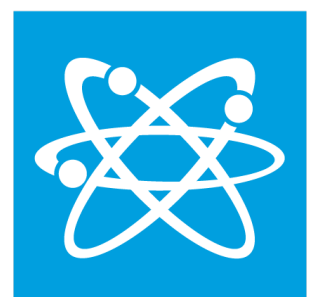
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Shifts in Consumer Preferences

Communication

- 90% of consumers expect a digital messaging portal for customer service
- Customers tend to give more preference to companies who have a mobile-responsive customer support portal and provide help through more than **3 different communication channels**
- 68% of companies expect advanced mobile messaging apps to play a highly important role in online consumer marketing within five years
- 56% of organizations say their mobile messaging apps perform well for improving customer engagement



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New Channels



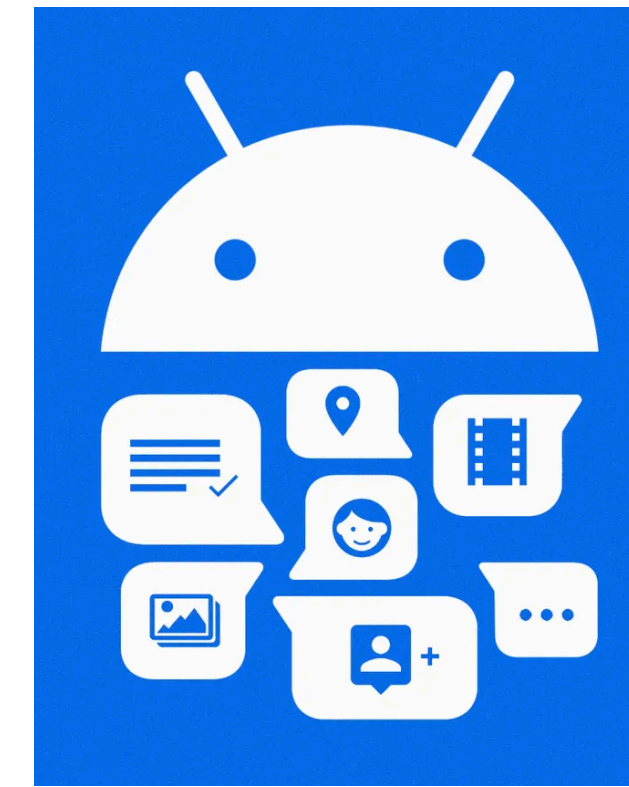
Text Messaging



Web Chat



WhatsApp



Android Rich Communication Services



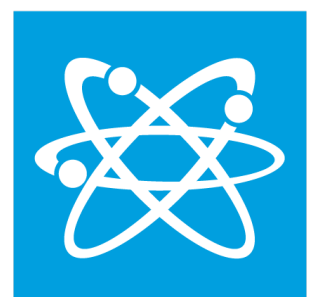
Apple Business Chat

And More
Everyday, in
Every Industry
and Locality...

Google



Google Business Messenger

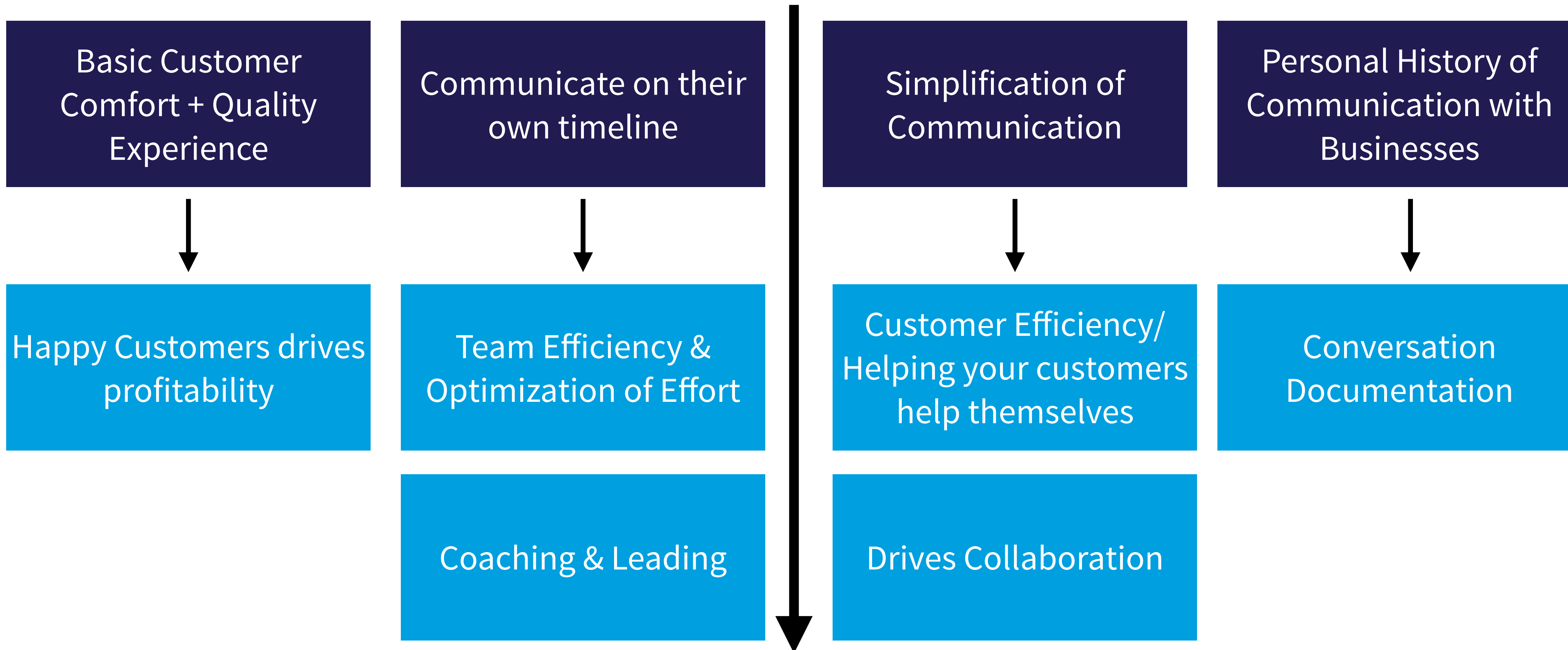


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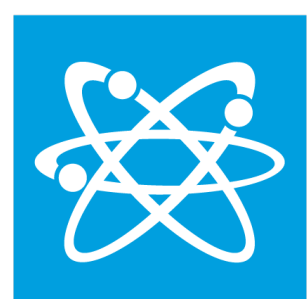
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New Customer Experience



Impactful Business Opportunity



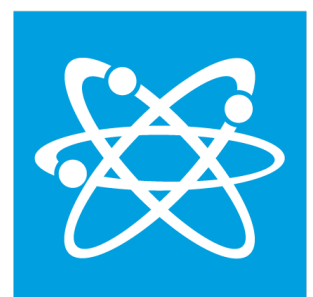
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What should you do to take advantage of this opportunity?

- 1 Embrace that this change is happening
- 2 Choose your channels + maintain your platforms



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New Channels



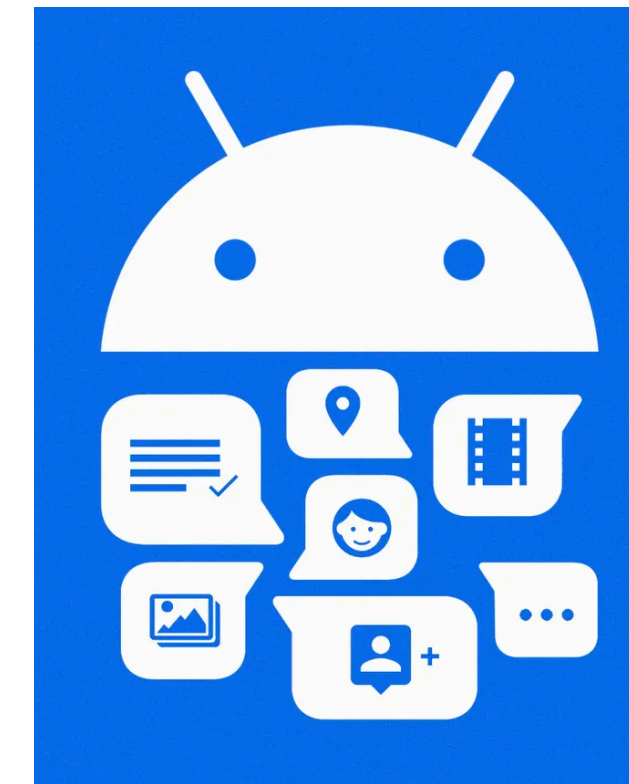
Text Messaging



Web Chat

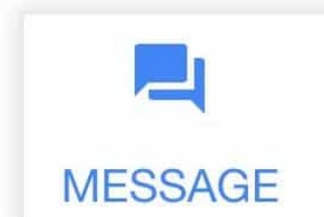


WhatsApp



Android Rich Communication Services

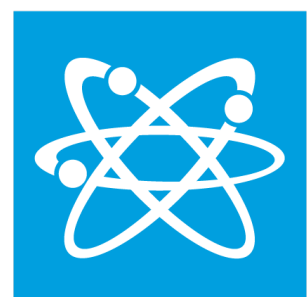
And More
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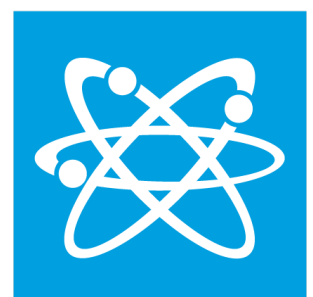
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What should you do to take advantage of this opportunity?



- 1** Embrace that this change is happening
- 2** Choose your channels + maintain your platforms
- 3** Find Your management solution

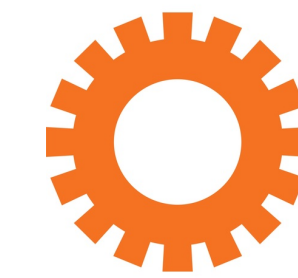


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Message based Communication Platforms



LIVEPERSON

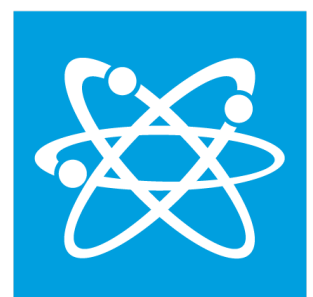


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Message based Communication Platforms



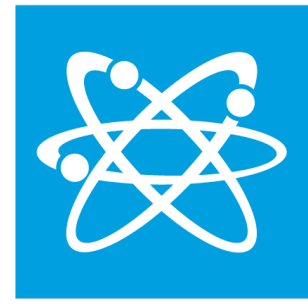
- ★ Make sure they serve your channels + Industry
- ★ Ensure that the platform addresses your collaboration needs
- ★ Serve the small business community



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Q & A

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Feel free to save our number for future questions!